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LABORATORY  
OF THE  
INLAND REVENUE DEPARTMENT

OTTAWA, CANADA.

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BULLETIN No. 328,

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SALAD OIL.

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### NOTES AND COMMENTS.

Under this heading, as occasion arises, the Bulletins issued by this Department will contain, as an appendix, such comment as may seem necessary or advisable upon matters relating to the work of the Department in connection with the administration of the Adulteration Act, the Fertilizers Act, the Feeding Stuffs Act or the Proprietary Medicines Act.

It frequently happens that correspondents ask information regarding the above Acts, of such a nature that the matter in question possesses general interest, and comment upon it would prove acceptable and useful to others than the immediate questioner. In such cases the reply may find a place in the notes. For convenience of reference these notes will be numbered in series.

LABORATORY  
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INLAND REVENUE DEPARTMENT  
OTTAWA, CANADA.

BULLETIN No. 328

SALAD OIL.

OTTAWA, November 25, 1915.

J. U. VINCENT, Esq.,  
Deputy Minister of Inland Revenue.

SIR,—I beg to hand you a report upon the examination of one hundred and fifty-nine (159) samples sold as Salad Oil. This collection was made in July, August and September of the present year, and covers all the Inspectoral Districts.

Edible Vegetable Oils are defined by an Order in Council of March 28, 1912, published as Circular G. 1002, in the following terms.

28.  
FOOD.

G. 1002.  
10,000.

DEPARTMENT OF INLAND REVENUE.

OTTAWA, April 9th, 1912.

MEMORANDUM.

Under the authority of an Order of His Royal Highness, in Council, bearing date the twenty-eighth day of March ultimo. and in virtue of the provisions of the twenty-sixth section of the "Adulteration Act," the following standards of quality have been established for "Edible Vegetable Oils":—

EDIBLE VEGETABLE OILS.

1. *Olive Oil, Sweet Oil*, is entirely a product of the fruit of the olive tree.

Its specific gravity, at 15.5° C., is not less than 0.9140 nor more than 0.9196.

Its specific refractive index, at 15.5° C., is not less than 1.4700 nor more than 1.4718.

Its Maumene number lies between 42 and 52.

Its iodine absorption number (using the Hubl solution) lies between 77% and 94%.

Its saponification number (Koettstorfer number) lies between 185.0 and 195.0. It does not contain above 3.5% of free fatty acids.

2. *Cotton Seed Oil* is the oil obtained from the seeds of cotton plants and subjected to refining processes. It is free from rancidity; has specific gravity, at 15.5° C., between 0.9216 and 0.9300; has a refractive index (at 25° C.) not less than 1.4700 and not more than 1.4725, and an iodine number not less than 104 nor more than 110 (Hubl solution).
  3. *Salad Oil*. Either of the above may be sold as salad oil; but when Cotton Seed Oil is offered as Salad Oil, the fact that the article is Cotton Seed Oil must be declared on the label.
  4. Mixtures of *Cotton Seed Oil* with *Olive Oil* must be so declared on the label.
- The standards above defined take effect on the 13th May proximo.

W. J. GERALD,  
Deputy Minister.

Since the effective date of the above Order in Council (May 13, 1912), two systematic inspections have been reported. In December 1912 and January 1913, thirty-six samples of Olive Oil were collected and examined, (See Bulletin 256). On the whole, the results of this inspection were satisfactory, only two samples being found adulterated. During the summer of 1914, one hundred and fourteen (114) samples of Olive Oil and Salad Oil were examined (Bull. 294). Eleven of these samples were found to be adulterated as containing cotton seed oil without declaration of the fact. Ample time has been given for manufacturers and importers to make themselves acquainted with the regulations which govern the sale of Salad Oil; and it is unsatisfactory to record forty-three (43) samples of the present collection, as adulterated, under the Act. In addition to this number, thirty-five (35) samples contain the word *coton* in very small type on the label. Section 24 of the Act requires that mixtures should be labelled in *conspicuous characters*, and it is certain that this requirement is not met in these cases. I have, for the present, judged these samples as *doubtful*; but it is questionable whether or not I am justified in thus describing them. Most of these samples are labelled "*Huile Douce*", equivalent to "*Sweet Oil*", which is identified with Olive Oil by the Order in Council of the 28th of March, 1912.

Adulteration, consists in selling as Salad Oil an article which consists of, or which contains, cotton seed oil, without notification thereof. This violates the requirements of the Order in Council quoted above; and constitutes adulteration under the terms of section 3 of the Adulteration Act, which reads as follows:—

"Food shall be deemed to be adulterated within the meaning of the Act:—

"(d) if it is an imitation of, or is sold under the name of another article;

"(g) if its strength or purity falls below the standard, or its constituents are present in quantity not within the limits of variability fixed by the Governor in Council, as hereinafter provided."

The subjoined synopsis presents the results of the present inspection:

*Meet Legal Requirements:*

as being Olive Oil.....	67 samples.
as declaring cotton seed oil.....	14 "
<i>Doubtful</i> , as containing the word " <i>coton</i> " in small type .....	35 "
<i>Adulterated</i> as containing cotton seed oil without declaration .....	43 "

Total ..... 159 samples.

I would respectfully recommend publication of this report as Bulletin No. 328.

I have the honour to be, Sir,

Your obedient servant,

A. MCGILL,  
Chief Analyst.

Date of Collection.	Nature of Sample.	No. of Sample.	Name and Address of Vendor.	Cost.		Name and Address of Manufacturer or Furnisher, as given by the Vendor.	
				Quantity.	Cents.	Manufacturer.	Furnisher.

## DISTRICT OF NOVA SCOTIA—

1915.							
Aug. 11	Salad Oil...	60816	R. M. Sutherland, New Glasgow.	3 bots.	1'50	France Conserves Co., Paris, France.	R. McGregor & Sons, New Glasgow.
" 13	"	60817	James McArthur	3 "	1'20	E. & A. Jonas, Han-art Anseri, Nordet, Bruxelles.	Henri Jonas, Montreal.
" 13	"	60818	C. Grant, New Glasgow	3 "	1'35	H. J. Heinz, Seville, Spain.	Unknown

## DISTRICT OF CAPE BRETON—

July 20	Salad Oil...	63826	Earl S. Auld, Sydney	3 bots	1'11	Antoine Guist, France.	
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## DISTRICT OF PRINCE EDWARD ISLAND—

July 16	Salad Oil...	60313	J. G. Passmore, Charlottetown.	3 bots.	90	F. B. & A. Artand Fieres, Marseilles.	Carvell Bros., Charlottetown.
" 24	"	60314	Mathew & McLean, Ltd., Souris.	3 "	75	Lazenby's, London, Eng.	
" 24	"	60315	"	3 "	50	Frasier Thornton & Co., Cookshire, P.Q.	

## DISTRICT OF NEW BRUNSWICK—

July 14	Salad Oil...	66101	W. A. Simonds, St. John.	3 bots.	9	Crosse & Blackwell, London, Eng.	
" 16	"	66102	McDeeth's Grocery, St. John.	3 "	1'05	A. Gaillard & Fils, Marseilles, France.	
" 19	"	66103	Baird & Peters, St. John.	3 "	90	Lazenby's, London, Eng.	
" 20	"	66104	McPherson Bros., St. John.	3 "	1'05	E. & A. Jonas, Han-art, Brussels.	
" 20	"	66105	W. A. Porter, St. John	3 "	1'05	Barton Guestier, Bordeaux, France.	
" 21	"	66106	G. E. Barbour & Co., Ltd., St. John.	3 "	66		A. Gaillard & Fils, Marseilles, France.
" 21	"	66107	Puddington, Wetmore, Morrison, Ltd., St. John.	3 "	60	Boy Piere & Fils, Soton, France.	C. A. Munro, agent, St. John.
Aug. 11	"	66108	A. V. Cheechi, St. Stephen.	3 "	75	P. Pastene & Co., Montreal.	
" 17	"	66109	E. G. Hoben, Fredericton.	3 "	75	E. Loubon, Nice	
" 26	"	66110	G. A. Robertson, Moncton.	3 "	84	Crosse & Blackwell, London, Eng.	



## SALAD OIL.

Inspector's Report. (Is not an expression of opinion.)	Results of Analysis.					No. of Sample.	Remarks and Opinion of the Chief Analyst.
	Refractive Index at 15° C.	Iodine Number.	Nitric Acid Colour Test.	Halphen Colour Test.	Specific Gravity at 15° C.		

## W. A. PETIPAS, TEMPORARY INSPECTOR.

p. c.	p. c.						
1'4007		Light brown.		0'9168	60816	Olive Oil. Meets legal requirements.	
1'4006		"		0'9175	60817	" "	
1'4006		Green		0'9163	60818	" "	

## E. T. McKEEN, INSPECTOR.

1'4714	94'3	Brown...	Red	0'9179	63826	Adulterated under Sec. 3 (d) and (g), and Sec. 37.
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## WM. A. WEEKS, INSPECTOR.

1'4702		Green		0'9163	60313	Oil. Meets legal requirements.
1'4700		"		0'9160	60314	" "
1'4734	100'9	Brown...	Red	0'9222	60315	Cotton seed oil declared. Meets legal requirements.

## JOHN C. FERGUSON, INSPECTOR.

	1'4009		Green		0'9159	60101	Olive Oil. Meets legal requirements.
	1'4704	88'8	Brown		0'9166	60102	" "
	1'4702		Green		0'9163	60103	" "
	1'4702		"		0'9165	60104	" "
	1'4009		"		0'9158	60105	" "
Imported in bulk and bottled by vendor.	1'4704	81'2	Brown		0'9168	60106	" "
Bottled by vendor...	1'4704		Green		0'9171	60107	" "
	1'4700		"		0'9157	60108	" "
	1'4729	106'5	Brown	Red	0'9232	60109	Adulterated under Sec. 3 (d) and (g), and Sec. 37.
	1'4702		Green		0'9156	60110	Olive Oil. Meets legal requirements.



Date of Collection.	Nature of Sample.	No. of Sample.	Name and Address of Vendor.	Cost.		Name and Address of Manufacturer or Furnisher as given by the Vendor.	
				Quantity.	Cents.	Manufacturer.	Furnisher.

DISTRICT OF QUEBEC PROVINCE—

1915.							
July 6	Huile a Salade.	3601	A. Audet, Ste. Claire....	3 bots.	30	.....	Ed. Couture, Levis.
" 7	"	3605	Dorchester Lumber Co....	3 "	27	.....	Standard Imports, Ltd., Montreal.
" 8	"	3608	D. Towel, St. Leon. ....	3 "	30	.....	Dorchester Lumber Co.
" 9	"	3609	A. H. Hilaire, St. Anges Beauce.	3 "	25	.....	Livernois, Que..
" 12	"	3612	J. L. Audet, St. Edward	3 "	25	.....	Dorchester Lumber Co.
" 13	"	3614	J. A. Cloutier, St. Odilon.	3 "	30	.....	A. B. Dupuis, Quebec.
" 14	"	3618	P. C. M. Dechine, St. Germain.	3 "	25	.....	Carrier & Fils, Levis.
" 16	"	3622	P. K. Prevots, Ste. Rose..	3 "	30	.....	Dr. Morin, Quebec.
" 17	"	3628	Ganipe, Ste. Prospere....	3 "	30	.....	Carrier & Fils, Levis.
" 27	"	3635	T. Dalblain, Ste. Marie....	3 "	25	.....	Dr. Morin, Quebec.
" 28	"	3636	J. E. Gagne, Scotts....	3 "	30	.....	"
" 20	Salad Oil..	3586	Michel Lacroix, St. Raphael.	1 chop	50	.....	The "Besser" Oil Co.
" 22	Huile Table.	3397	Geo. Roy, St. Michel....	3 bots.	75	Roy Pore & Fils, Salon France.	.....
" 22	"	4405	J. A. Lemieux, St. Michel	3 "	90	Beaumarchand Brand, Nice, France.	.....
" 22	"	4415	Gervais Carrier, St. Gervais.	1 chop	95	.....	W. Brunet & Cie.
" 22	"	4419	Alphonse Audet, St. Lazare.	3 bots.	75	Tussier Freres, Province France.	.....
" 12	Huile a manger.	290	Pierre Simard, St. Jerome	3 "	150	Barton & Guestier, Bordeaux.	.....
" 12	"	291	Chas. Elie Laflamme, St. Jerome.	3 "	60	.....	L. Chaput, Fils & Cie.
" 19	"	302	Damien Hetu, Ste. Agathe des Monts.	3 "	75	.....	H. Ely.....
" 19	"	303	L. W. Briquette.....	3 "	75	Talbot Frere.....	.....
" 19	Huile d'Olive.	315	H. Gareau, St. Justin Station.	3 "	30	.....	Hudon & Orsali
" 19	"	320	F. X. Aselin, St. Faustin	3 "	45	.....	"
Sept. 14	Huile a manger.	323	E. St. Maurice, St. Eustache C., des Deux Montagnes	3 "	30	.....	.....
" 14	"	327	Belair & Paquette, St. Eustache Co., des Deux Montagnes.	3 "	75	H. J. Heinz, Pittsburg.	.....
" 14	"	329	E. H. Champagne, St. Eustache Co., des Deux Montagnes.	3 "	54	Crowse & Blackwell..	.....
July 16	Huile a Salade.	2772	Georges Roy, Berthier... 3 bots.	45	E. Loubon, Nice....	.....	.....
" 24	"	2787	F. B. C. Toudreau, Montmagny.	3 "	30	.....	J. B. Reneand, Quebec.
" 28	"	2796	Nap. Fournier, St. Paul, Montmagny.	3 "	30	.....	Turot Frere....
" 30	"	2800	Emile Dube, Montmagny.	3 "	30	E. Loubon & Cie....	.....

## SA LAD OIL

Inspector's Report. (Is not an expression of opinion).	Results of Analysis.					No. of Sample.	Remarks, and Opinion of the Chief Analyst.
	Refractive Index at 15.5°C.	Iodine Number.	Nitric Acid Colour Test.	Halphen Colour Test.	Specific Gravity at 15.5°.		
J. E. AUDET, O. BROCHU, N. CADIEUX, T. GENDREAU, TEMPORARY INSPECTORS							
	p. c.	p. c.					
	1.4738		Brown...	Red		3001	Cotton seed oil declared in small type. Doubtful.
	1.4738		"	"		3606	Cotton seed oil declared. Meets legal requirements.
	1.4738		"	"		3608	"
	1.4738		"	"		3609	Cotton seed oil declared in small type. Doubtful.
	1.4740		"	"		3612	Cotton seed oil declared. Meets legal requirements.
	1.4740		"	"		3614	Cotton seed oil declared in small type. Doubtful.
	1.4738		"	"		3618	"
	1.4738		"	"		3622	"
	1.4738		"	"		3628	"
	1.4738		"	"		3636	"
	1.4740		"	"		3636	"
	1.4737	107	"	"		3586	Adulterated under sec. 3, (d) and (g), and sec. 37.
	1.4707		Straw Yellow.			3597	Olive Oil. Meets legal re- quirements.
	1.4703		Green			4406	"
	1.4706		"			4415	"
	1.4708		"			4419	"
	1.4706		"			290	"
	1.4698		Straw Yellow.			201	"
	1.4700		"			302	"
	1.4708		"			303	"
	1.4773		Brown...	Red		315	Cotton seed oil declared in small type. Doubtful.
	1.4750		"	"		320	"
	1.4738	109	"	"		323	Adulterated under sec. 3, (d) and (g), and sec. 37.
	1.4698		Green			327	Olive Oil. Meets legal re- quirements.
	1.4703		"			329	"
Cotton	1.4738		Brown...	Red		2772	Cotton seed oil declared in small type. Doubtful.
	1.4738		"	"		2787	"
	1.4738		"	"		2796	"
Cotton	1.4783		"	"		2800	"

Date of Collection.	Nature of Sample.	No. of Sample.	Name and Address of Vendor.	Cost.		Name and Address of Manufacturer or Furnisher, as given by the Vendor.	
				Quantity.	Cents.	Manufacturer.	Furnisher.

## DISTRICT OF THREE RIVERS.—

1915.							
July	9 Salad Oil...	69134	Monahan Bros., St. Lin.	3 bota.	30	.....	Chaput & Son, Montreal.
"	12 " ...	69135	Armand Amiraault, L'Epiphanie.	3 "	30	Chem. Co., Hervey, St. Basile du Portf.	.....
"	26 " ...	69165	Alphonse Goulet, St. Thomas.	3 "	30	.....	Jos. Desfresne, Joliette.
"	27 " ...	69166	Giroux & Bellefeuille, Three Rivers.	3 "	75	St. Etienne Boulli, France.	Laporte Martin, Montreal.
"	28 " ...	69169	O. Carignan Cie, Three Rivers.	3 "	90	Barton Guestier, France.	"
"	31 " ...	69174	Joseph Racette, L'Epiphanie.	3 "	30	E. Loubon Cie, Nice.	.....
"	31 " ...	69175	Anna Laviolette, L'Epiphanie.	3 "	30	" " "	"
Aug.	2 " ...	69177	Edmond Bourgre, L'Epiphanie.	3 "	30	" " "	Jos. Desfresne, Joliette.
"	3 " ...	69178	E. Laurion, L'Epiphanie.	3 "	30	" " "	Hudon & Orsali, Montreal.
"	3 " ...	69180	L. Provost, L'Epiphanie.	3 "	30	.....	Hervey Chem. Co., St. Basile, Portneuf.
"	4 " ...	69181	Dame P. A. Guibeault, St. Norbert.	3 "	30	E. Loubon & Cie, Nice.	J. Desfresne & Chevalier, Poullet, Joliette.
"	15 Huile a Manger.	69182	C. Barrette, Joliette.	3 "	90	Barton Questier, Bordeaux.	Laporte Martin, Montreal.

## DISTRICT OF EASTERN TOWNSHIPS.—

Aug.	11 Salad Oil ..	63070	S. & W. Fortier, Sherbrooke.	3 bota.	38	.....	.....
"	12 " ...	63071	D. S. Bachand, Coaticook.	3 "	25	.....	.....
"	17 " ...	63072	Mercure & Frere, Granby.	3 "	30	Fraser Thornton Co., Coaticook.	.....
"	18 " ...	63073	N. Hamel, Magog	3 "	30	.....	.....
"	18 " ...	63074	A. Provencher, Windsor Mills.	3 "	30	.....	.....
"	24 " ...	63075	J. O. Gauthier, Drummondville.	3 "	30	Chance & Cie, Montreal.	.....

## SALAD OIL.

Inspector's Report. (Is not an expression of opinion.)	Results of Analysis.					No. of Sample.	Remarks, and Opinion of the Chief Analyst.
	Refractive Index at 15.5° C.	Iodine Number.	Nitric Acid Colour Test.	Fluorescence Test.	Specific Gravity at 15.5°.		

DR. V. P. LAVALLEE, INSPECTOR.

	p. c.	p. c.					
.....	1.4740	.....	Brown.	Red.	.....	60134	Cotton seed oil declared in small type. Doubtful.
.....	1.4738	106	"	"	.....	60135	Adulterated, under Sec. 3, (d) & (g) and Sec. 37.
.....	1.4736	.....	"	"	.....	60165	Adulterated under Sec. 3 (d) & (g). A sticker with words "Quality guaranteed" covers the word <i>Coton</i> on the label.
.....	1.4707	.....	Green	.....	.....	60166	Olive oil. Meets legal requirements.
.....	1.4706	.....	"	"	.....	60169	" "
.....	1.4740	106	Brown	Red	.....	60174	Adulterated under Sec. 3 (d) & (g) and Sec. 37.
.....	1.4738	106	"	"	.....	60175	" "
.....	1.4745	.....	"	"	.....	60177	Cotton seed oil declared in small type. Doubtful.
.....	1.4739	.....	"	"	.....	60178	" "
.....	1.4738	.....	"	"	.....	60180	Cotton seed oil declared. Meets legal requirements.
.....	1.4739	.....	"	"	.....	60181	Cotton seed oil declared in small type. Doubtful.
.....	1.4702	.....	Green	.....	.....	60182	Olive oil. Meets legal requirements.

J. J. COSTIGAN, ACTING INSPECTOR.

.....	1.4738	.....	Brown.	Red.	.....	63070	Cotton seed oil declared in small type. Doubtful.
.....	1.4756	.....	"	"	.....	63071	" "
The word <i>Coton</i> is stencilled on label, and the words "Pure Salad Oil" printed.	1.4738	.....	"	"	.....	63072	" "
.....	1.4739	.....	"	"	.....	63073	" "
.....	1.4756	.....	"	"	.....	63074	" "
.....	1.4740	.....	"	"	.....	63075	" "

Date of Collection.	Nature of Sample.	No of Sample.	Name and Address of Vendor.	Cost.		Name and Address of Manufacturer or Furnisher, as given by the Vendor.	
				Quantity.	Cents.	Manufacturer.	Furnisher.

## DISTRICT OF MONTREAL—

1915.							
Aug. 26	Salad Oil...	67406	A. Silverstone, 840 St. Catherine st. W. Montreal.	3 bots.	45	.....	P. Adelstein....
" 26	"	67407	H. Russell, 847 St. Catherine st., W. Montreal.	3 "	45	Cross & Blackwell...	.....
" 26	"	67408	W. J. Brown, 888 St. Catherine st., Montreal.	3 "	75	.....	W. G. Patrick..
" 26	"	67409	Warren Henderson, 1017 St. Catherine st., W. Montreal.	3 "	30	.....	Hudon Hebert..
Sept. 1	"	67410	Prince Arthur Liquor Grocery, 20 Prince Arthur st., E. Montreal.	3 "	42	.....	Joseph Edelberg
" 1	"	67411	A. Vallancourt, 45 Prince Arthur st., E. Montreal.	3 "	75	.....	Hudon & Orsali.
" 1	"	67412	S. Dever, & Son, Prince Arthur & Colonial ave., Montreal.	3 "	85	.....	Laporte & Martin.
" 1	"	67413	J. Gariepy, 101 Prince Arthur st., E. Montreal.	3 "	30	.....	Hudon & Orsali.
" 1	"	67414	M. Caplan, 221 Colonial ave., Montreal.	3 "	42	.....	Unknown.....
" 1	"	67415	N. Goldenzeig, 1024 St. Lawrence Boul, Montreal.	3 "	24	.....	P. Adelstein....

## DISTRICT OF VALLEYFIELD—

July 15	Salad Oil...	51370	Victor Gregoire, St. Johns P.Q.	3 bots.	30	.....	Hudon Hebert & Cie Ltd.
" 15	"	51371	M. A. Comtois, St. Johns P.Q.	3 "	30	.....	.....
" 15	"	51372	Joseph Chartier, St. Johns P.Q.	3 "	30	.....	.....
" 20	"	51373	W. Plante, Valleyfield.	3 "	30	.....	.....
" 20	"	51374	E. Beauchamp, St. Lambert.	3 "	30	.....	.....
" 22	"	51375	J. Miron, Hawkesbury.	3 "	30	.....	.....
Aug. 18	"	51376	J. L. Marleau, St. Telephore, P.Q.	3 "	30	.....	L. Chaput Fils & Cie.
" 18	"	51377	T. S. Montgomery, Dalhousie Station, P.Q.	3 "	30	.....	T. W. Chamberlain Co.
" 21	"	51378	Gerrier & Caza, St. Anne, P.Q.	3 "	30	.....	L. Chaput Fils & Cie.
" 21	"	51379	E. Dixon, Port Lewis, P.Q.	3 "	30	.....	Unknown.....

## SALAD OIL.

Inspector's Report. (Is not an expression of opinion).	Results of Analysis.					No. of Sample.	Remarks, and opinion of the Chief Analyst.
	Refractive Index at 15° C.	Iodine Number.	Nitric Acid Colour Test.	Halphen Colour Test.	Specific Gravity at 15° C.		

## D. J. KEARNEY, INSPECTOR.

	p. c.	p. c.					
	1-4736		Brown			67406	Cotton seed oil declared in small type. Doubtful.
	1-4699		Green			67407	Olive oil. Meets legal requirements.
	1-4698		"			67408	" "
	1-4731		Brown			67409	Cotton seed oil declared in small type. Doubtful.
	1-4736		"			67410	Cotton seed oil declared. Meets legal requirements.
	1-4699		Green			67411	Olive Oil. Meets legal requirements.
	1-4708		"			67412	" "
	1-4771	83.5	Brown	Red		67413	Cotton seed oil declared in small type. Doubtful.
	1-4733		"			67414	Cotton seed oil declared. Meets legal requirements.
	1-4733		"			67415	Cotton seed oil declared in small type. Doubtful.

## D. J. KEARNEY and J. J. COSTIGAN, ACTING INSPECTORS.

	1-4744		Brown	Red		51370	Cotton seed oil declared in small type. Doubtful.
	1-4738		"	"		51371	" "
	1-4738	137	"	"		51372	Adulterated under Sec. 3, (d and g) and Sec. 37.
	1-4738		"	"		51373	Cotton seed oil declared in small type. Doubtful.
	1-4738		"	"		51374	" " "
	1-4738		"	"		51375	Adulterated under Sec. 3 (d and g), and Sec. 37.
	1-4740		"	"		51376	Cotton seed oil declared in small type. Doubtful.
	1-4740	106	"	"		51377	Adulterated under Sec. 3, (d and g), and Sec. 37.
	1-4740		"	"		51378	Cotton seed oil declared in small type. Doubtful.
	1-4740		"	"		51379	" "

Date of Collection.	Nature of Sample.	No. of Sample.	Name and Address of Vendor.	Cost.		Name and Address of Manufacturer or Furnisher as given by the Vendor.	
				Quantity.	Cent's.	Manufacturer.	Furnisher.

## DISTRICT OF OTTAWA—

1915.							
July 17	Salad Oil. . .	51686	W. C. Johnston, Brockville.	3 bots.	25	E. Loubon, Nice ..	T. W. Chamberlin & Co., Prescott.
" 17	" ..	51687	Thos. Nappy, Brockville.	3 "	45	" ..	H. I. Jonas, Montreal.
" 17	" ..	51688	T. H. Clifford, Brockville.	3 "	30	" ..	Gilmour & Co., Brockville.
" 24	" ..	51689	R. Runions, Cornwall....	3 "	30	" ..	" ..
" 31	" ..	51690	E. F. Budd, Pembroke...	3 "	75	Gorman Eckert & Co. Ltd., London, Ont.	Mfrs. ....
" 12	" ..	63686	R. A. Murdock, Mille Roche.	3 "	30	Standard Imports Co., Montreal.	" ..

## DISTRICT OF KINGSTON—

July 29	Salad Oil. . .	70201	N. C. Polson & Co., Kingston.	3 bots.	30	Vendors.....	" ..
Aug. 2	" ..	70202	The Belleville Pharmacy, Belleville.	3 "	45	" ..	Lyman, Montreal.
" 2	" ..	70203	D. M. Waters, Belleville.	3 "	50	" ..	Lyman.....
" 2	" ..	70204	A. I. Green, Belleville...	3 "	45	" ..	Drug Trading Co., Toronto.
" 3	" ..	70205	O. J. Johns, Cobourg....	3 "	45	" ..	" ..
" 3	" ..	70206	W. H. Semple, Cobourg...	3 "	25	" ..	Drug Trading Co., Toronto.
" 3	" ..	70207	A. J. Gould, Cobourg....	3 "	40	" ..	N. C. Polson Co., Kingston.
" 3	" ..	70208	T. Geo. Watson, Port Hope.	3 "	45	" ..	Nat. Drug Co., Toronto.
" 3	" ..	70209	Nugent Drug Co., Peterborough.	3 "	30	" ..	Drug Trading Co., Toronto.
" 3	" ..	70210	The Douros Co., Peterborough.	3 "	40	" ..	Armstrong & Pafford, Toronto.

## DISTRICT OF TORONTO—

Aug. 26	Salad Oil. . .	69922	J. D. Cassie, 3203 Yonge St., Toronto.	3 bots.	30	The Carter Drug Co., Toronto.	" ..
" 26	" ..	69923	A. B. Cork, 2611 Yonge St., Toronto.	3 "	75	Berniers & Cie., Malines.	Medland Bros., Toronto.
" 26	" ..	69924	J. J. Coyle, 1967 Yonge St., Toronto.	3 "	30	The Carter Drug Co., Toronto.	" ..
" 8	" ..	70094	The Loblaw Stores, 1388 Bathurst St., Toronto.	3 "	30	" ..	The Carter Drug Co., Toronto.
" 11	" ..	70095	J. C. Sharp, 1592 Danforth Ave., Toronto	3 "	30	" ..	" ..



## SALAD OIL

Inspector's Report. (Is not an expression of opinion.)	Results of Analysis.					No. of Sample.	Remarks, and Opinion of the Chief Analyst.
	Refractive Index at 15.5° C.	Iodine Number.	Nitric Acid Colour Test.	Halphen Colour Test.	Specific Gravity at 15.5°.		

## J. A. RICKEY, INSPECTOR.

	p.c.	p.c.				51686	Adulterated under sec. 3 (d) and (g) and sec. 37.
	1.4720	112	Brown	Red		51687	" "
	1.4738	102	"	"		51688	" "
	1.4730	106	"	Deep red.		51689	" "
	1.4728	106	"	Red		51690	" "
Labelled Pure Salad Oil.	1.4740	105	"	"		63686	Adulterated under sec. 3 (d) and (g) A sticker with the words Quality Guaranteed covers the word Cotton on the label.
Labelled Huile Douce à Salade Supérieure Loubon, Quality Guaranteed.	1.4738		"	"			

## JAMES. HOGAN, INSPECTOR.

	1.4694		Green			70201	Olive oil. Meets legal requirements.
	1.4728	108	Brown	Red		70202	Adulterated under sec. 3 (d) and (g) and sec. 37.
	1.4711	93	Very slight brown.	Slight red.		70203	Olive oil. Meets legal requirements.
	1.4690		Green			70204	" "
	1.4728	106	Brown	Red		70205	Adulterated under sec. 3 (d) and (g) and sec. 37.
	1.4728	105	"	"		70206	" "
	1.4738	115	"	"		70207	Olive " oil. Meets " legal requirements.
	1.4700		Green			70208	Adulterated under sec. 3 (d) and (g) and sec. 37.
	1.4728	102	Brown	Red		70209	" "
	1.4728	105	"	"		70210	" "

## H. J. DAGER, INSPECTOR.

Labelled Pure Salad Oil.	1.4740	108	Brown	Red		69922	Adulterated under sec. 3 (d) and (g) and sec. 37.
Labelled Extra Choice Acme Imperial Table Oil.	1.4714		Brownish green.			69923	Olive oil. Meets legal requirement.
Labelled Pure Salad Oil.	1.4740	108	Brown	Red		69924	Adulterated under sec. 3 (d) and (g) and sec. 37.
"	1.4740	111	"	"		70034	" "
"	1.4740	110	"	"		70035	" "

Date of Collection.	Nature of Sample.	No. of Sample.	Name and Address of Vendor.	Cost.		Name and Address of Manufacturer or Furnisher as given by the Vendor.	
				Quantity.	Cents.	Manufacturer.	Furnisher.

## DISTRICT OF TORONTO—

1915.							
Aug. 17	Salad Oil...	70096	A. Ferguson, 2070 Queen St., East Toronto.	3 bota.	60	F. Lazenby & Sons, Ltd., London, Eng.	.....
" 20	"	70097	Clairo Bros., 968 Queen St., East Toronto.	3 "	75	.....	Unknown .....
" 20	"	70098	Mrs. A. Burbidge 894 Queen St., East Toronto.	3 "	60	L. A. Price, Nicq, Bordeaux, France,	.....
" 23	"	70099	Mary Watson, 49 Davenport Rd., Toronto.	3 "	50	Carter Drug Co., Toronto.	.....

## DISTRICT OF HAMILTON—

July 21	Salad Oil...	70001	J. Becker, 101 Geneva Street, St. Catharines.	3 bota.	30	I. X. L. Spice and Coffee Mills, Ltd., London.	.....
" 21	"	70002	Bentham & Bradley, St. Paul and Geneva Sts. St. Catharines.	3 "	30	.....	Unknown .....
" 23	"	70003	O. L. Kirtner, 10 Centre St., Niagara Falls.	3 "	30	Gorman Eckert, London.	.....
" 23	"	70004	W. H. Martin, 810 Ferry Street, Niagara Falls, South.	3 "	30	.....	Unknown .....
Aug. 5	"	70005	Wm. Keating, 337 York St., St. Catharines, Hamilton.	3 "	30	.....	Lumsden Co., Hamilton.
" 5	"	70006	C. Thomas, 300 King St., West, Hamilton.	3 "	30	.....	I. X. L. Spice & Coffee Mills, London.

## DISTRICT OF WINDSOR—

Aug. 4	Salad Oil...	54641	R. W. Jones, London	3 bota.	30	I. X. L. Spice Co., London.	.....
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## DISTRICT OF MANITOBA—

Sept. 1	Salad Oil...	61380	Winnipeg Drug Co., 407 Portage Ave. Winnipeg.	3 bota.	60	.....	Nat. Drug Co...
" 2	"	61381	Gordon Mitchell Co., Portage Ave. Winnipeg.	3 "	30	Vendors .....	.....
" 2	"	61382	Mersey F. Braun, 462 Portage Ave., Winnipeg.	3 "	60	Nat. Drug Co., Winnipeg.	.....
" 2	"	61383	Ultra Druggists, 725 Main St., Winnipeg.	3 "	100	.....	Societe Legeran Nicq, France.
" 2	"	61384	Norquay Pharmacy, 876 Main St., Winnipeg.	3 "	45	.....	McClure & Langley Co., Winnipeg.
" 2	"	61385	T. Eaton Co., Winnipeg	3 "	60	Vendors .....	.....

## SALAD OIL.

Inspector's Report (Is not an expression of opinion).	Results of Analysis.					No. of Sample.	Remarks and Opinion of the Chief Analyst.
	Refractive Index at 15.6° C.	Iodine Number	Nitric Acid Test	Halphen Test.	Specific Gravity at 20° C.		

## Concluded.

	p.c.	p.c.					
Labelled Finest Luc- cia Oil.	1.4708	Green				70086	Olive Oil. Meets legal re- quirements.
	1.4708	"				70087	" "
Labelled Finest Cream Pure Luccia Olive Oil.	1.4704	"				70088	" "
Labelled, Pure Salad Oil.	1.4740	108.0	Brown	Red		70089	Adulterated under Sec. 3, (d) and (g) and Sec. 37.

## H. J. DAGER, ACTING INSPECTOR.

Labelled Pure Salad Oil.	1.4728	105.0	Brown	Red		70001	Adulterated under Sec. 3 (d) and (g) and Sec. 37.
Labelled Huile A Salade, Extra, E. Lubon, Nice.	1.4728	105.0	"	"		70002	" "
Labelled Pure Salad Oil.	1.4728	105.0	"	Deep red.		70003	" "
Labelled, Huile A Salade, Extra, E. Lubon, Nice.	1.4728	104.0	"	Red		70004	" "
Labelled R. U. Um- berto Brand, Pure Italian Olive Oil.	1.4705	Green				70005	Olive Oil. Meets legal re- quirements.
Labelled, Pure Salad Oil.	1.4728	106.0	Brown	Red		70006	Adulterated under Sec. 3, (d) and (g) and Sec. 37.

## JOHN TALBOT, INSPECTOR.

Labelled, Pure Salad Oil.	1.4730	108.0	Brown	Red		54641	Adulterated under Sec 3, (d) and (g) and Sec. 37.
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## I. B. COSGROVE, TEMPORARY INSPECTOR.

	1.4722	112.6	Brown	Red	0.9212	61380	Adulterated under Sec. 3, (d) and (g) and Sec. 37.
	1.4720	114.4	"	"	0.9206	61381	" "
	1.472	110.9	"	"	0.9204	61382	" "
	1.4680	Green	Clear		0.9135	61383	Olive Oil. Meets legal re- quirements.
	1.4682	"	"		0.9145	61384	" "
	1.4721	Brown	Red		0.9200	61385	Cotton Seed Oil. Declared. Meets legal requirements.

Date of Collection.	Nature of Sample.	No. of Sample.	Name and Address of Vendor.	Cost.		Name and Address of Manufacturer or Furnisher as given by the Vendor.	
				Quantity.	Cent.	Manufacturer.	Furnisher.

## DISTRICT OF MANITOBA—

1915.							
Sept. 3	Salad Oil...	61386	J. B. Coyle, 1116 Main St., Winnipeg.	3 bots.	75	Glazer Kohn Co., Chicago	
" 3	"	61387	A. J. Kemball, 785 Main St., Winnipeg.	3 "	45	Crosse & Blackwell Co., England.	
" 3	"	61388	J. W. Wright, 820 St. Mathews Ave., Winnipeg.	3 "	75	Pompeian Co., Baltimore.	
" 3	"	61395	Mineons & Wilson Co., 571 Ellice Ave., Winnipeg.	3 "	75	Gaillard & Fils, Winnipeg.	

## DISTRICT OF ALBERTA—

Aug. 11	Salad Oil...	52206	Hudson's Bay Co., Edmonton.	3 bots.	45	Biet Fils, Aine Salon, France.	
" 11	"	52207	"	3 "	90	Mfd. in Bordeaux...	
" 11	"	52208	"	3 "	90	L. A. Price & Co., Bordeaux, France.	
" 13	"	52209	A. Urquhart & Co., Ltd., Lascombe.	3 "	90	Crosse & Blackwell, London, Eng.	
" 16	"	52210	The John Iwir Co., Ltd., Calgary.	3 "	75	John Vitucci Co...	
" 16	"	52211	"	3 "	75	H. J. Heinz Co., Pittsburg, Pa.	
" 19	"	52212	Geo. I. Wood, Calgary...	3 "	1 05	John Vitucci Co., Italy.	
" 19	"	52213	Hudson's Bay Co., Calgary	3 "	1 05	Biet Fils, Aine Salon, France.	
" 19	"	52214	"	3 "	1 05	L. A. Price & Co., Bordeaux, France.	
" 19	"	52215	"	1 "	50	E. Lazenby & Sons, London, Eng.	

## DISTRICT OF ROCKY MOUNTAINS—

July 20	Salad Oil...	61840	Trail Grocery Co., Trail...	3 jars	1 60	.....	
" 20	"	61848	T. Lauriente & Son, Calgary.	3 bots.	1 50	.....	The W. H. Malkin Co., Vancouver.
" 20	"	61852	Hunter Bros., Roseland...	3 "	90	A. Durand, Bordeaux	

## SALAD OIL.

Inspector's Report. (Is not an expression of opinion).	Results of Analysis.					No. of Sample.	Remarks and opinion of the Chief Analyst.
	Refractive Index at 15.5° C.	Iodine number.	Nitric Acid Colour Test.	Halphen Colour Test.	Specific Gravity at 20° C.		

Concluded.

	p. a.	p. c.					
.....	1.4721	114.7	Brown ...	Red .....	0.9200	61386	Cotton Seed Oil declared. Meets legal requirements.
.....	1.4680		Green ...	Clear .....	0.9137	61387	Olive Oil. Meets legal re- quirements.
.....	1.4682		Green ...	Clear .....	0.9137	61388	Olive Oil. Meets legal requirements.
.....	1.4684		" .....	" .....	0.9141	61396	" .....

## A. W. R. MARKLEY, INSPECTOR.

					(At 15.5°)		
La Perle Brand .....	1.4711		Green ...	Yellow ...	0.9160	52206	Olive Oil. Meets legal requirements.
Pinard Brand Olive Oil.	1.4712		" .....	" .....	0.9160	52207	" .....
Virgin Oil Gaston Monale Brand.	1.4709		" .....	" .....	0.9158	52208	" .....
Pure Luccia Oil .....	1.4710		" .....	" .....	0.9155	52209	" .....
Vitruccia Brand Vir- gin Olive Oil.	1.4710		" .....	" .....	0.9158	52210	" .....
Heinz Pure Olive Oil. Bot. 158.	1.4711		" .....	" .....	0.9150	52211	" .....
Vitruccia Brand Vir- gin Olive Oil.	1.4710		" .....	" .....	0.9158	52212	" .....
La Perle Pure Olive Oil.	1.4711		" .....	" .....	0.9163	52213	" .....
Gaston Monale Brand	1.4708		" .....	" .....	0.9160	52214	" .....
Elizabeth Lazenby Finest Luccia Oil.	1.4708		" .....	" .....	0.9161	52215	" .....

## THOS. PARKER, INSPECTOR.

Columbia .....	1.4740	112.7	Brown ..	Crimson ..	0.9226	61840	Adulterated under Sec. 3 (d) and (g), and Sec. 37.
.....	1.4750	110.4	" .....	Red .....	0.9216	61848	" .....
.....	1.4742	111.2	" .....	Crimson ..	0.9220	61852	" .....

Date of Collection.	Nature of Sample.	No. of Sample.	Name and Address of Vendor.	Cost.		Name and Address of Manufacturer or Furnisher, as given by the Vendor.	
				Quantity.	Cents.	Manufacturer.	Furnisher.

## DISTRICT OF VANCOUVER—

1915.							
July 15	Salad Oil...	55300	Dickie's Grocery Ltd., 669 Hornby St., Vancouver.	3 bots.	60	Holbrook & Co., London, Eng.	
" 16	"	55301	W. H. Edgett Co., Ltd., 118 Hastings St., Vancouver.	3 tins.	45	John Vittucci Co.	
" 16	"	55302	Woodward Dept. Stores, Vancouver.	3 bots.	75	Kelly, Douglas & Co., Ltd., Vancouver.	
" 16	"	55303	"	3 "	75	W. K. Houston & Co., Victoria.	
" 16	"	55304	Hudson's Bay Co., Vancouver.	3 "	60	Biet Fils, Aîné Salon en Provence, France.	
" 21	"	55305	S. Goranson, 328 Hastings St., Vancouver.	3 "	75	Kelly, Douglas & Co., Ltd., Vancouver.	
" 22	"	55306	Gruchy & Carlaw, 5th Ave. and Granville St., Vancouver.	3 "	120	H. J. Heinz Co., Leamington, Ont.	
" 23	"	55307	Merilees Cash Grocery, 2540 Main St., Vancouver.	3 "	75	McLachy Mfg. Co., Vancouver.	
" 23	"	55308	"	3 "	75	A. Magnano Co.	
" 23	"	55309	Calladine's Grocery, 1538 Commercial Drive, Vancouver.	3 "	75	Libby, McNeill & Libby, Toronto.	

## DISTRICT OF VICTORIA—

July 21	Salad Oil...	66760	Windsor Grocery Co., 817 Govt. St., Victoria.	3 bots.	90	John Vittucci Co., Vancouver.	
" 21	"	66764	West End Grocery Co., 1002 Govt. St., Victoria.	3 "	120	A. Gillard & Fils, Marseilles, France.	
" 21	"	66766	Dixie H. Ross & Co., 1317 Govt. St., Victoria.	3 pts.	75	Armour & Co., Seattle, Wash.	
" 23	"	66769	Erskine & Co., 861 John St., Victoria.	3 bots.	75	L. Noel & Sons, London, Eng.	
" 23	"	66772	Henry W. Driver, 856 Yates St., Victoria.	3 "	75	Wilson Bros., Victoria.	
" 27	"	66774	Linden Grocery, Linden and May Sts., Victoria.	3 "	45	Seattle & Puget Sound Pkg. Co., Seattle.	
" 28	"	66776	Gladstone Grocery, Gladstone and Fernwood, Victoria.	3 "	75	J. C. Kubias, Redland, Cal.	
" 28	"	66778	H. O. Kirkham & Co., Ltd., 1109 Govt. St., Victoria.	3 "	75	Kelly Confection Co., Vancouver.	
" 30	"	66784	Acton Bros., 1317 Douglas St., Victoria.	3 "	45	W. K. Houston & Co., Victoria.	
Sept. 20	"	66787	H. Schroeder, 300 Menzies St., Victoria.	3 "	45	Seattle & Puget Sound Pkg. Co., Seattle.	

## SALAD OIL.

Inspector's Report. (Is not an expression of opinion.)	Results of Analysis.					No. of Sample.	Remarks and Opinion of the Chief Analyst.
	Refractive Index at 15.5° C.	Iodine Number.	Nitric Acid Colour Test.	Halphen Colour Test.	Specific Gravity at 15.5° C.		

## E. J. MORGAN, INSPECTOR.

	p. c.	p. c.					
Pure Olive Oil .....	1.4711	.....	Green	Yellow	0.9161	55300	Olive Oil. Meets legal requirements.
Speci Brand Vir-Olive Oil.	1.4711	.....	"	"	0.9162	55301	" "
Labelled Columbia Brand Salad Oil.	1.4748	111.4	Brown	Red	0.9227	55302	Adulterated under Sec. 3 (d) and (g), and Sec. 37.
Labelled Finest Salad Oil.	1.4748	111.2	"	"	0.9224	55303	" "
Warranted Pure ....	1.4710	.....	Green	Yellow	0.9161	55304	Olive Oil. Meets legal requirements.
Angeline Brand. Guaranteed pure.	1.4712	.....	"	"	0.9162	55305	" "
Heinz Pure Olive Oil.	1.4711	.....	"	"	0.9163	55306	" "
Labelled Salad Oil. Vendor said it was cotton seed oil.	1.4749	111.7	Brown	Red	0.9222	55307	Adulterated under Sec. 3 (d) and (g), and Sec. 37.
Napoleon Brand Olive Oil.	1.4710	.....	Green	Yellow	0.9160	55308	Olive Oil. Meets legal requirements.
Libby's Pure Olive Oil.	1.4712	.....	"	"	0.9157	55309	" "

## D. O'SULLIVAN, INSPECTOR.

	p. c.	p. c.					
Virgin Olive Oil ...	1.4710	.....	Green	Yellow	0.9162	66760	Olive Oil. Meets legal requirements.
Olive Oil .....	1.4711	.....	"	"	0.9162	66764	" "
Taken from 50 gallon barrel marked sterilized Cotton Seed Oil.	1.4748	109.9	Brown	Red	0.9218	66766	Cotton Seed Oil declared. Meets legal requirements.
Finest Laeca Oil.	1.4709	.....	Green	Yellow	0.9162	66769	Olive Oil. Meets legal requirements.
Baumarchand Brand.	1.4711	.....	"	"	0.9163	66772	" "
.....	1.4741	108.7	Brown	Pink	0.9216	66774	Cotton Seed Oil declared. Meets legal requirements.
Emblematic Club Brand.	1.4716	.....	Green	Yellow	0.9170	66776	Olive Oil. Meets legal requirements.
Reception Brand. (Cotton Seed.)	1.4747	110.2	Brown	Red	0.9219	66778	Cotton Seed Oil declared. Meets legal requirements.
Finest Salad Oil. (Cotton Seed.)	1.4748	111.2	"	"	0.9223	66784	" "
Extra Quality Cotton Seed Oil.	1.4741	108.9	"	Pink	0.9219	66787	" "





## NOTES AND COMMENTS.

1. *Vinegar and Imitation Vinegar*.—The Standard Chemical Iron and Lumber Company of Canada, Limited, has recently published a pamphlet bearing the title, "What is the Truth about Vinegar." Among other statements made therein is the following:—"Acetar, the Modern Vinegar, is *pure* diluted acetic acid, not *impure* acetic acid, the use of which is sanctioned by the Dominion Government's standard for Vinegar."

The legal definition of Vinegar, under the Adulteration Act, is as follows:—"Vinegar is a more or less coloured liquid, consisting essentially of *impure*, dilute acetic acid, obtained by the oxidation of wine, beer, cider, or other alcoholic liquid."

The word "*impure*" occurring in this definition, has the same meaning that it has when used of any definite chemical substance, along with which traces of another substance is present. Thus Scotch Whiskey may be described as *impure*, dilute alcohol. Pure dilute alcohol would not be Scotch Whiskey, and would have none of the flavour which causes Scotch Whiskey to be so highly prized. Such a use of the word does not imply the presence of anything of an objectionable nature, either as being unwholesome, or as being disgusting. The acetic acid in Vinegar is *impure* because of the manner of its formation or production; and this is made clear in the definition. When acetic acid is produced by the oxidation of wine, beer, cider or other alcoholic liquid, other substances are produced at the same time—so-called *congeners*—and it is to the presence of these congeners that the article owes its pleasant flavour; in other words, the product would not be *vinegar* at all were they not present. And for this reason, acetar and similar articles, are not Vinegars, but surrogates, artificial vinegars, or imitation vinegars; and unless flavouring material has been added to the acetic acid, which is their chief component, they are scarcely worthy to be called imitations.

There are, no doubt, many consumers of vinegar who are indifferent to its flavour and who value it merely because of its sourness. For such persons, and for any uses of vinegar in which the acidity of the article is alone considered, diluted acetic acid, may be regarded as perfectly satisfactory. But such an article is not vinegar.

The pamphlet, which compels this comment, undoubtedly insinuates a meaning for the word *impure*, altogether different from that which it is intended to bear in the legal definition of vinegar quoted above. So far from the so-called *impurities* of acetic acid implied in the definition, being objectionable or harmful, it is to these so-called impurities that the article is vinegar at all. The acetic acid of vinegar is *impure*, by virtue of the presence of co-generated matters which give its special value to the vinegar. Note, that while the acetic acid, regarded as such, is *impure*, the vinegar itself is not *impure*.

It is perhaps regrettable that the word *impure*, which carries one meaning in technical usage and another in popular usage, should have been employed in defining vinegar. It is this double meaning which has made it possible to play upon the word after the fashion illustrated by the pamphlet above named. There is, however, so evident a lack of ingenuousness and honesty in such performance as should prevent any intelligent and responsible firm from adopting it for advertising purposes. If not direct, it amounts at least to indirect misrepresentation of fact.